

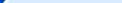
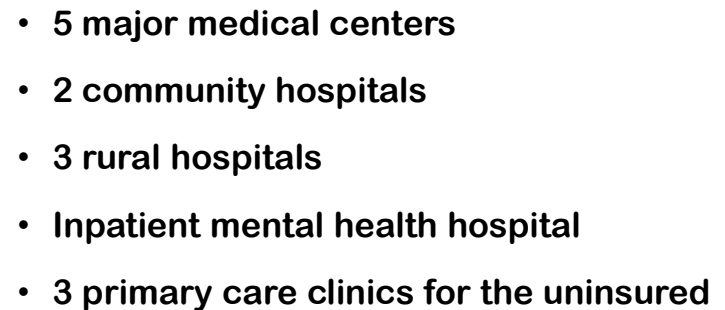


TAKE THE BULL BY THE HORNS

*A business led approach to Project SEARCH at
Seton Healthcare Family*



In memory of
James Williford
Manager, Materials Management
Seton Medical Center Austin
1980 - 2012



About Seton Healthcare Family



- The Seton Healthcare Family was recognized as the top-ranked health system in Texas by *Modern Healthcare* magazine and healthcare data consulting firm Verispan and among the year's top 100 integrated healthcare systems in the nation for efficiency and performance
- A not-for-profit organization, the Seton Family is the leading provider of healthcare services in Central Texas, serving an 11-county population of 1.9 million
- 5 major medical centers, including the region's only Level I Trauma Centers for adult and pediatrics and dedicated children's hospital
- 12,000 associates in over 70 locations

About Seton Healthcare Family



- Seton's mission inspires us to care for and improve the health of those we serve with a special concern for the poor and the vulnerable. We are called to be a sign of God's unconditional love for all and believe that all persons by their creation are endowed with dignity. Seton continues the Catholic tradition of service established by our founders: Vincent de Paul, Louise de Marillac and Elizabeth Ann Seton
- The Office of Diversity was created to move the organization from recognizing diversity to institutionalizing inclusion and cultural competence in nine key business process areas including workforce development
- Seton's workforce is evolving to reflect the diversity of our patients which includes individuals with intellectual disabilities

Diversity, Inclusion and Cultural Competence Strategy



- We will move Seton from recognizing diversity to institutionalizing the changes necessary to become an inclusive and culturally competent healthcare organization.
- We will enhance existing systems and business processes so that Diversity, Inclusion and Cultural Competence is an integral part of each key process including:
 - **Talent Acquisition**
 - Recruitment support/Policy Integration
 - **Talent Development/Education**
 - Diversity skills workshop series
 - **Patient Access/Patient Care**
 - Language assessment/policy
 - **Communications, advertising, Marketing and Planning**
 - Branding support
 - **Advocacy/Community Outreach**
 - Partnerships/collaborations
 - **Supplier Diversity**
 - Partnerships/policy
 - **Workforce Development**
 - Current & next generation (intern programs)/policy
 - **Medical Research**
 - Federal Contractor status as an Affirmative Action employer

Diversity and Inclusion in Action



Project | SEARCH

Project SEARCH offers an innovative approach to the vocational rehabilitation model, which views employment for individuals with intellectual disabilities from a business perspective while maintaining focus on each individual's unique abilities, skills and interests

- **The Goals of Project SEARCH**

- Career Exploration
- Enhanced Employability Skills
- Advancement and Documentation of Marketable, Job-Specific Skills
- Increased Independence
- Competitive Employment

- **Approach**

- Business Led
- Collaboration
- Complex, repetitive tasks
- Competitive employment

- **Recognition**

- 2008 Health Care Heroes Employer/Business Leader Award
- 2009 Governor's Committee on Employment of People with Disabilities Award
- 2010 Austin Mayor's Committee on Employment of People with Disabilities

Project SEARCH: Organization



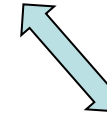
Seton Healthcare Family

Trennis Jones, Senior VP, Chief Administrative Officer/Corporate Responsibility Officer



Business Liaison Seton Healthcare Family

Geronimo Rodriguez, VP of Diversity & Community Outreach



Business Liaison

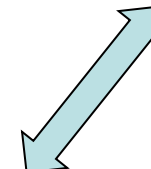
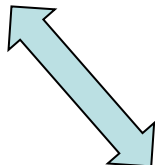
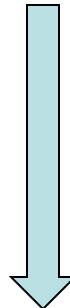
Seton Medical Center Austin

Ali Dunnett, Laboratory Director

Business Liaison

Dell Children's Medical Center

Brian Henry, Program Developer



Project SEARCH Coordinator

Seton Healthcare Family

Jenny Hawkins

Project SEARCH: Leadership Support



- Seton Board of Trustees
 - Board Chair
 - Compensation Committee
- Seton President and Interim CEO
- Seton Site President, COO, CMO, CNO

Project SEARCH: Timeline



September 2007

Project SEARCH pilot at Seton Medical Center Austin, a partnership with the Marbridge Foundation (adult track)

October 2009

Project SEARCH at Dell Children's Medical Center of Central Texas launches as a partnership with Austin Independent School District (high school transition)

October 2011

Formal Project SEARCH fidelity review at Seton Healthcare Family

November 2011

Project SEARCH strategic plan to include all partners (VR, follow along services, school) developed



49-22-14-5

49 internships

22 hires at Seton Healthcare Family

14 hires by community employers

5 years

Project SEARCH: Journey (1 of 2)



- Leadership support throughout Seton Healthcare Family including hiring managers, senior leaders and the board
- Effective communication between partners and team members
- Primary focus on “business led”
- Rotations built on complex, repetitive tasks that add value to departments (no “busy work”)
- Realistic about hiring **AND** termination
- Its not about us feeling good
- Work with departments who are willing to train competitively
- Rotation evaluations (always ask the question: “If you had an opening, would you be willing to hire this intern?”)

Project SEARCH: Journey (2 of 2)

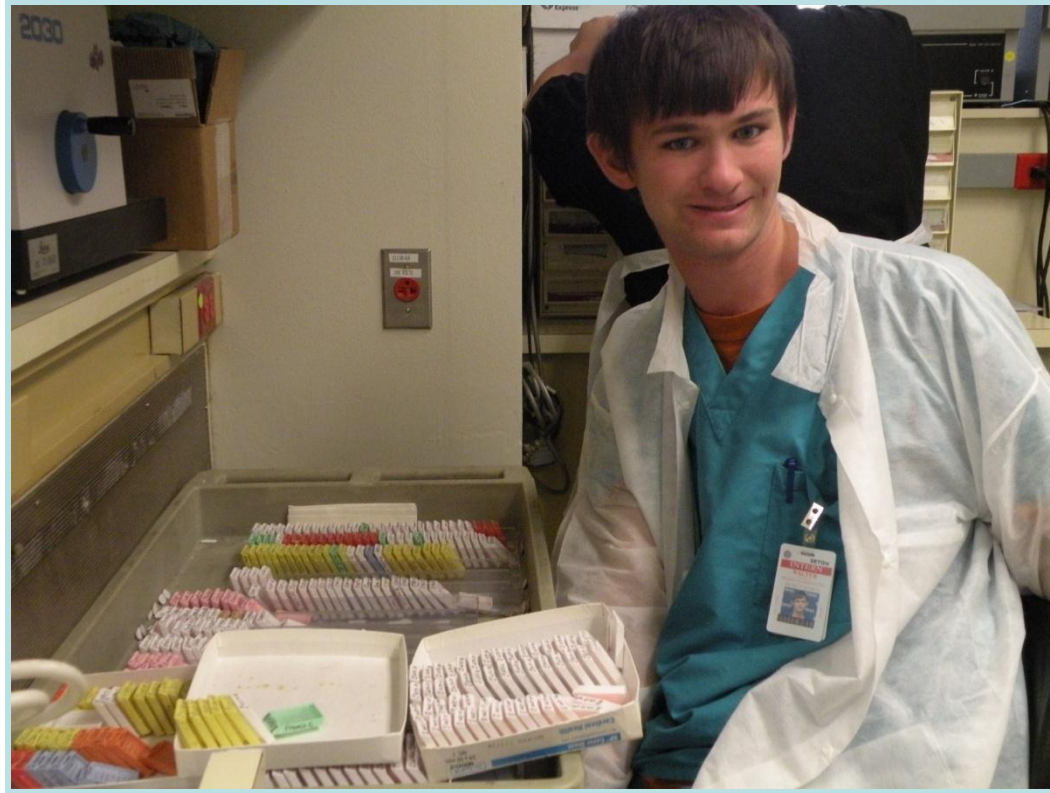


- Understand no one organization can do Project SEARCH on their own, need collaboration
- Front line leaders key to long term employment success
- Positive media stories both internally and externally
- Be involved in strategic plan of the organization and key initiatives such as good catches in a high reliability organization
- Primary focus on the individual; respectful, adult-like space from parents/guardians
- Find the business need/niche and fill it with an appropriate candidate, even if you have to wait
- Find and keep champions at the system, site and front lines

Project SEARCH: Challenges

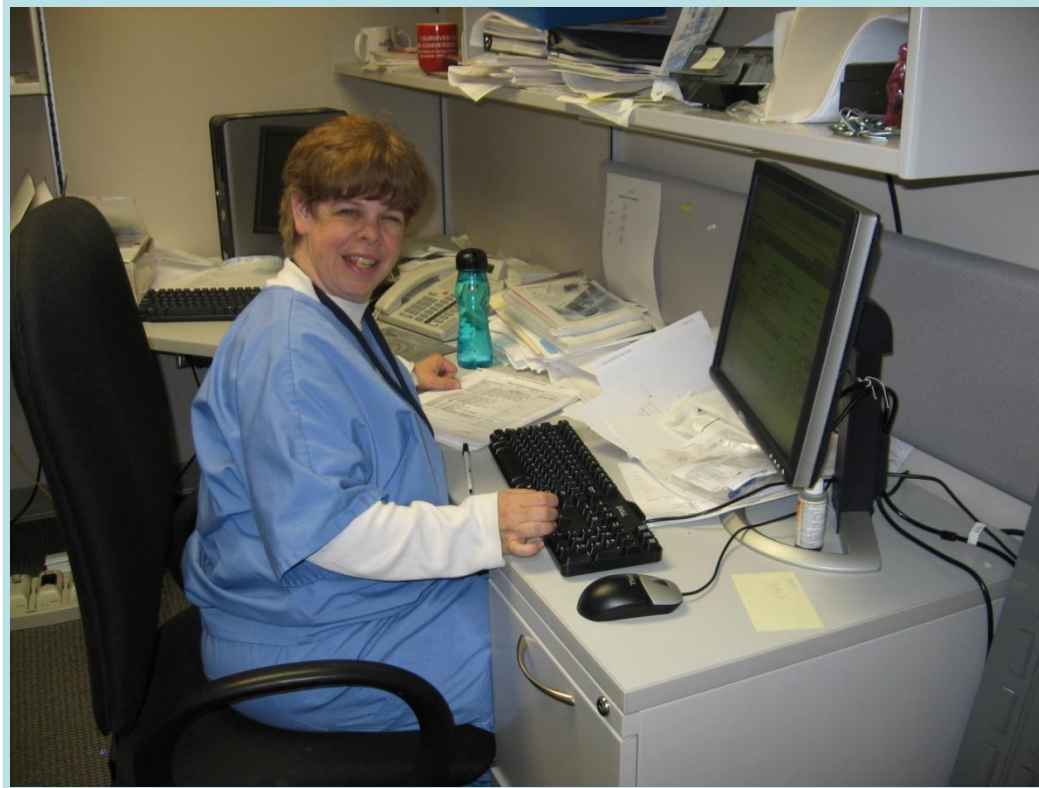
- Implement system versus site specific program effort in a large healthcare environment
 - Pilots work but have a strategy to get to the system approach
- “GED or equivalent” minimum qualifications on job postings
 - Students 18-21 who are fall under the Individuals with Disabilities Education Act (IDEA) should be included in the “equivalent” definition
- Designate one partner agency to provide support for associates throughout employment
 - Streamlines transparency and accountability for the employer
- Challenge co-worker assumptions
 - Have frank conversations about co-worker apprehensions, expectations and stereotypes

Project SEARCH: Walter's story



Clinical Lab Histology/Pathology
Seton Medical Center Austin
Full Time

Project SEARCH: Amy's story



Materials Management
Seton Medical Center Austin
Part Time

Project SEARCH: Brooke's story



Dietary Services
Seton Medical Center Austin
Full Time

Project SEARCH: Jason's story



Clinical Lab
Seton Medical Center Austin
Part Time

Project SEARCH: Bryan's story



Telemetry Department
Seton Medical Center Austin
Part Time

Project SEARCH: Daniel's road to independence



Questions?



Contact information

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